

## ORDER



KLAS

**Orders**  
**Order / Rev:** 37095  
**Alt Order #:** 08856460  
**Product Desc:** OBAMA/P/D  
**Estimate:** 1671  
**Flight Dates:** 08/25/12 - 08/30/12  
**Original Date / Rev:** 08/24/12 / 08/27/12  
**Order Type:** GENERAL

**Primary AE:** Mike Jones  
**Sales Office:** K-WAS  
**Sales Region:** National

**Agency**  
**Name:** GMMB  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Ave NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Obama, Barack D-President  
**Demographic:** A35+  
**Product Codes:** PO1  
**Priority:** LV1  
**Revenue Codes:** AGY, POL, CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	3	\$6,000.00	\$5,100.00
08/27/12	08/30/12	17	\$18,360.00	\$15,606.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	3	\$6,000.00	\$5,100.00	0.00
September 2012	17	\$18,360.00	\$15,606.00	0.00
<b>Totals</b>	<b>20</b>	<b>\$24,360.00</b>	<b>\$20,706.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
KLAS	17%	\$24,360.00
Market	100%	\$143,294.12

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	27%	\$38,689.41
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	0%	\$0.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	8	08/27/12	08/30/12	Live w/Kelly	CM	9-10a	MTWT---	:30	2	\$650.00	LV1	0.00	NM	2	\$1,300.00
LIVE! WITH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWT---			2			\$650.00		0.00			
E 4	8	08/27/12	08/30/12		CM	11a-12p	MTWT---	:30	2	\$1,800.00	LV1	0.00	NM	2	\$3,600.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Y&R Young & Restless														
YOUNG & RESTLESS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWT---				2	\$1,800.00		0.00			
E 5	8	08/27/12	08/30/12	8 News Now Noon M-F	CM	12-1230p MTWT---	:30	2	\$650.00	LV1	0.00	NM	2	\$1,300.00
8 News Now Noon M-F														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWT---				2	\$650.00		0.00			
E 6	8	08/27/12	08/30/12	1230-2p Soaps/ LMAD	CM	1230-2p MTWT---	:30	2	\$750.00	LV1	0.00	NM	2	\$1,500.00
Soaps / Let's Make A Deal														
THE BOLD AND THE BEAUTIFUL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWT---				2	\$750.00		0.00			
E 7	8	08/27/12	08/30/12	The Talk 2-3P	CM	2-3p MTWT---	:30	2	\$750.00	LV1	0.00	NM	2	\$1,500.00
The Talk														
THE TALK														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWT---				2	\$750.00		0.00			
E 8	8	08/26/12	08/26/12	Politics Now S Sebelius	CM	Various -----S	:30	1	\$1,000.00	LV1	0.00	NM	1	\$1,000.00
Politics Now S Sebelius (5:30 PM-6:00 PM)														
INSIDE EDITION														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S				1	\$1,000.00		0.00			
E 9	8	08/27/12	08/30/12	630-7p Inside Edition	CM	630-7p MTWT---	:30	2	\$900.00	LV1	0.00	NM	3	\$2,800.00
Inside Edition														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWT---				2	\$900.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	8	08/27/12-09/02/12		630-7p Inside Edition	630-7p		MTWTh-----	:30	<del>(\$900.00)</del>	0.00	NM			
See MG 9.7														
[Program PE'd due Republican Convention - bco]														
2	8	08/27/12-09/02/12		630-7p Inside Edition	630-7p		MTWTh-----	:30	<del>(\$900.00)</del>	0.00	NM			
See MG 9.3,9.4														
3	8	08/27/12-09/02/12		Wed 10-11p	10-11p		--W-----	:30	\$900.00	0.00	NM			
Ⓜ MG for 10.2,9.2														
Moved with program due to Rep. Convention - bco														
4	8	08/27/12-09/02/12		Thu 10-11p	10-11p		---Th-----	:30	<del>(\$1,000.00)</del>	0.00	NM			
Ⓜ See MG 9.5														
Moved with program due to Rep. Convention - bco														
5	8	08/27/12-09/02/12		Tue Prime Special	8-11p		-T-----	:30	<del>(\$1,000.00)</del>	0.00	NM			
Ⓜ See MG 9.6														
6	8	08/27/12-09/02/12		Tue 10-11p	10-11p		-T-----	:30	\$1,000.00	0.00	NM			
Ⓜ MG for 9.5 08/28														
7	8	08/27/12-09/02/12		Tue 10-11p	1030-11p		(10:30 PM-11:00C-T-----	:30	\$900.00	0.00	NM			
Ⓜ MG for 9.1 08/28														
Program Moved due to Republican Convention														
E 10	8	08/27/12	08/30/12	7-8p Rotator	CM	7-8p MTWT---	:30	2	\$1,000.00	LV1	0.00	NM	1	\$1,000.00
7-8p Rotator														
ET/INSIDER														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWT---				2	\$1,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
2	8	08/27/12-09/02/12		7-8p Rotator	7-8p		MTWTh-----	:30	<del>(\$1,000.00)</del>	0.00	NM			
See MG 9.3,9.4														
N 14	8	08/25/12	08/25/12	Sat Prime Special	CM	830-11p -----S-	:30	1	\$565.00	LV1	0.00	NM	0	\$0.00
Insider/KLAS Mov: The Big Hit (8:30 PM-9:00 PM)														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-				1	\$565.00		0.00			

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N 14	8	08/25/12	08/25/12	Sat Prime Special	CM	830-11p	-----S-	:30	1	\$565.00	LV1	0.00	NM	0	\$0.00
Insider/KLAS Mov: The Big Hit (8:30 PM-9:00 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-----S-			1		\$565.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	8	08/20/12-08/26/12		Sat Prime Special		830-11p	(8:30 PM-9:00 P-----Sa--	:30		<del>(\$565.00)</del>		0.00	NM		
Unresolved															
[due to Golf running over Insider segment 1 and 2 were dropped - LM]															
N 15	8	08/27/12	08/27/12	Mon 10-11p	CM	10-11p	M-----	:30	1	\$5,000.00	LV1	0.00	NM	1	\$5,000.00
Hawaii Five-O															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M-----			1		\$5,000.00		0.00				
N 16	8	08/25/12	08/25/12	Sat Prime Special	CM	830-11p	-----S-	:30	2	\$2,500.00	LV1	0.00	NM	2	\$5,000.00
Insider/KLAS Mov: The Big Hit (9:00 PM-11:00 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-----S-			2		\$2,500.00		0.00				
N 17	8	08/27/12	08/28/12	8 News Now 4-5a	CM	4-5a	MT-----	:30	2	\$180.00	LV1	0.00	NM	2	\$360.00
8 News Now 4-5a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	MT-----			2		\$180.00		0.00				
													Totals	20	\$24,360.00